

KitKat® introduces Neapolitan chocolate block & bar

13 January 2025 | News

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KitKat has introduced a new product, KitKat Neapolitan, inspired by the classic ice cream flavour trio. This new offering aims to evoke a sense of nostalgia, featuring creamy vanilla and sweet strawberry flavours, all complemented by a smooth milk chocolate base and the signature crispy KitKat wafer.

Melanie Chen, Head of Marketing Confectionery at Nestlé®, stated, “We’re excited to launch KitKat Neapolitan for the summer season – it’s a trifecta of taste! With the new chocolate featuring classic flavours, it’s bound to spark a debate over which iconic ice cream-inspired flavour comes out on top.”

Unwrap, snap and savour the nostalgic KitKat Neapolitan, a treat for the senses that is sure to bring back cherished summer moments at the beach. The product will be available in early January in both block and bar forms at all major retailers in Australia.